



Mecklenburg County

Park & Recreation

2016 Community Survey Results



History of Planning

- 1974 County P&R Department established
- 1989 City & County Joint P&R Master Plan developed
"Establishing a good open space system will be a factor in the significant future quality of life or livability of the community."
- 1992 County & City of Charlotte P&R Departments merge
- 2008 Comprehensive 10-Year Master Plan: *Included random household community survey (2007 data), capital plan, standards, programming, etc.*
- 2008 \$250M P&R bond issue passed following adoption of master plan
- 2014 Master Plan Update: *Included random household survey (2013 data)*
- 2016 Random Household Survey (2016 data)



The Vision



Mecklenburg County Vision Statement

"Mecklenburg County will be a community of pride and choice for people to LIVE, LEARN, WORK and RECREATE."

Park and Recreation Vision Statement

"People who recreate in Mecklenburg County will have a system of parks, greenways, and open space located throughout the County that will provide more parkland per capita than the national average, will connect neighborhoods, satisfies public recreation needs, and will protect environmentally sensitive areas."



Significant Progress

2007

Population 852,657



2014

Population 956,904 (12% ↑)

Significant Progress & Investment

8 Neighborhood Parks Opened
10 Community & Region Parks Opened
13 Miles of Greenways Opened
2 Nature Preserves Opened

Signature Venues Completed & Opened

Little Sugar Creek Urban Sections
Romare Bearden Park
Revolution Sports Academy
Mecklenburg County Sportsplex





Significant Progress

2007

Population 852,657

Acres of Parkland 16,925



2016

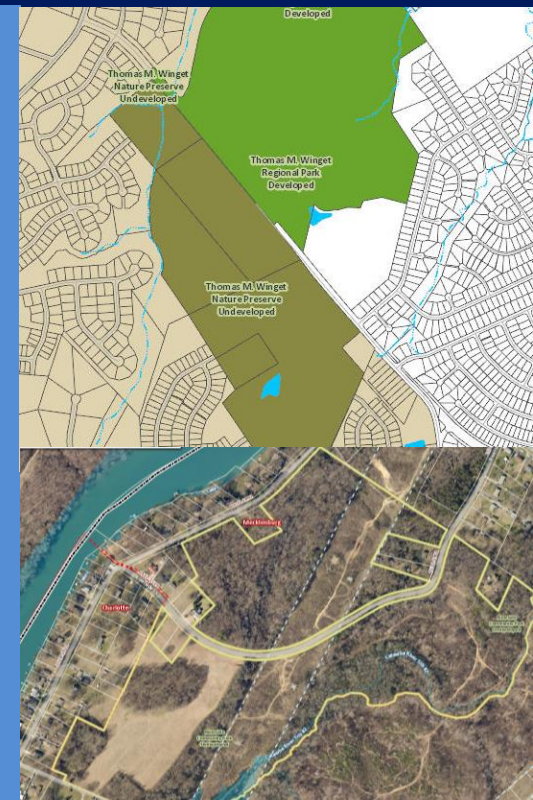
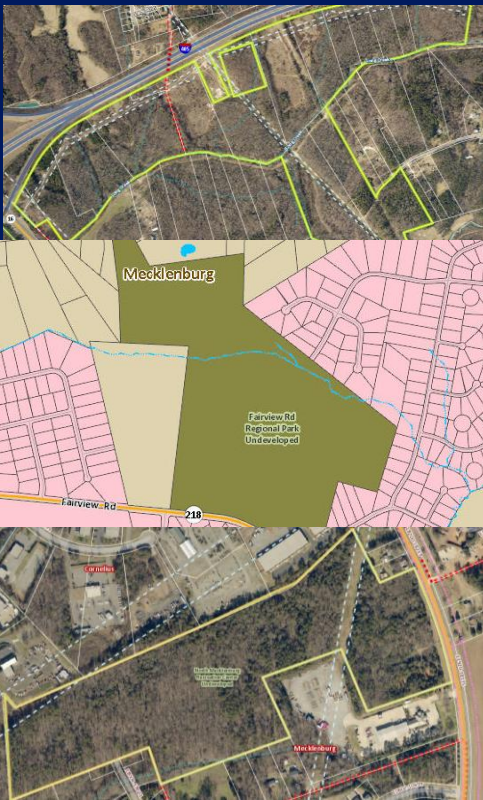
Population 1,034,000+ (21% ↑)

Acres of Parkland 21,112 (25% ↑)

Significant Land Acquisition FY11-16

3 Future Regional Parks (100+ acres)
Numerous Neighborhood Parks
Significant lands added to existing parks
890+ acres for future Greenways

FY13-16 1,534 acres acquired
787 for parks
369 for nature preserves
377 for greenways





Current CIP FY14-18

FY14

Friendship Partnership
Historic Holly Bend
Evergreen Nature Preserve
Flat Branch Nature Preserve
W. Charlotte Rec Center
Cordelia Park Shelter
Eagles Landing Park
Teddington Park
Little Sugar Creek GW
Hornets Nest Shelter

Double Oaks Pool
Freedom Park Shelter
Berewick Park
Ramsey Park
Palisades Park
Aquatic Center
Torrence Creek GW
McAlpine Creek GW
Briar Creek GW
Charles Park Shelter

Veterans Park Shelter
Sportsplex
Renaissance Park
Southwest Park
Lincoln Heights Park
Reid Park
Campbell Creek GW
Long Creek GW
Irwin Creek GW
Park Road Park Shelter

FY15

Latta Nature Center/Preserve
West Branch Rocky River GW
Alexander St. Neighborhood Park

First Ward Park
Abersham/Fisher Farm Park

Gateway Nature Preserve
Crossridge Neighborhood Park

FY16

Stevens Creek Nature Preserve
Linda Lake Neighborhood Park
Jetton Park Shelters
Huntersville Recreation Center

Progress Park Shelter
Four Mile Creek GW
McDowell Creek GW
Bradford Regional Park

Huck's Road Community Park
Pineville Community Park
Winget Park

FY17

Pine Valley Neighborhood Park
Little Sugar Creek GWY (2)

McAlpine Creek GWY

South Street Park

Tyvola to Huntingtowne Farms & Huntingtontowne Farms to I-485



Survey Company

ETC Institute

- Established 1982
- Extensive experience conducting surveys for municipal governments (thousands). Over 700 in the past 5 years alone.
- National leader in the field – more research for major US cities than any other firm
- 600+ P&R community surveys in 49 states
- Same firm for all three surveys





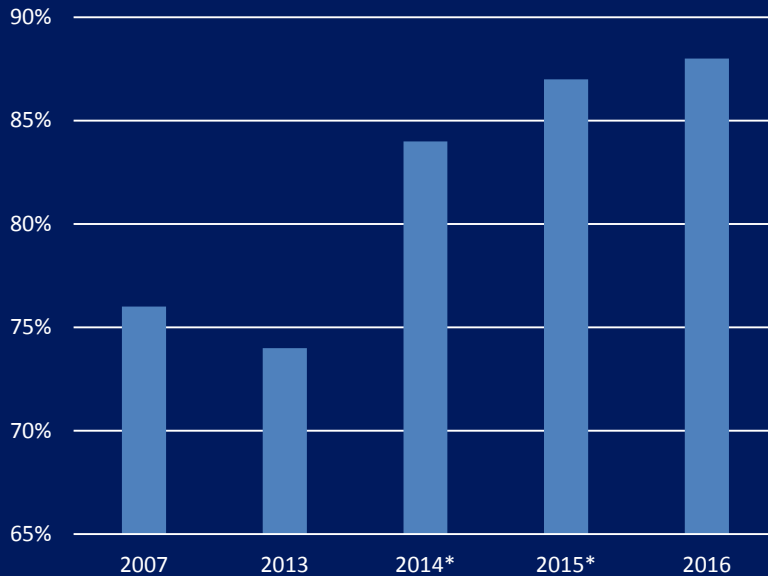
Survey Methodology

- Survey administered summer 2016
- Surveys mailed to random households (cover letter, survey, postage paid return envelope). Online version also available.
- Ten days later, emails and follow up phone calls
- Goal of 600 completed surveys - 629 received
- Precision of +/- 3.9% at the 95% confidence level
- Results received Sept. 2016



Major Findings

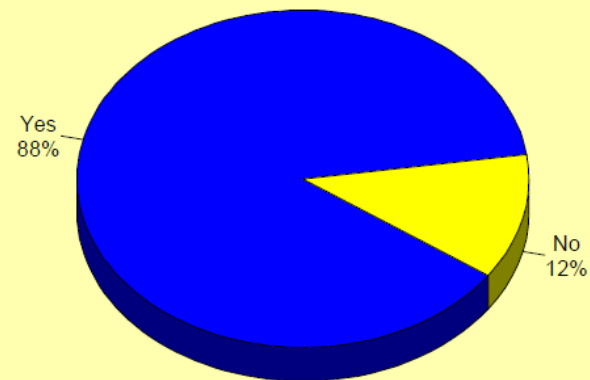
Facility Use



2014 & 2015 data from county survey. Question slightly different than P&R survey.

National Average for
Communities Population 500,000+
72%

Q2. Have You Visited Any of the Mecklenburg County Parks, Nature Preserves, Greenways, Recreation Centers, Aquatic Facilities, Golf Courses, or Other Facilities During the Past Year
by percentage of respondents

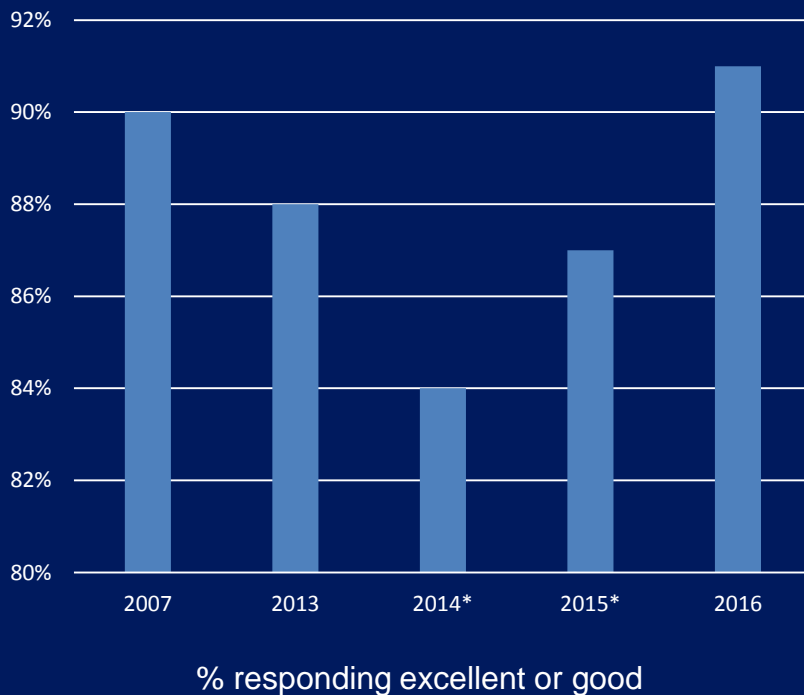


Source ETC Institute (September 2016)



Major Findings

Facility Conditions

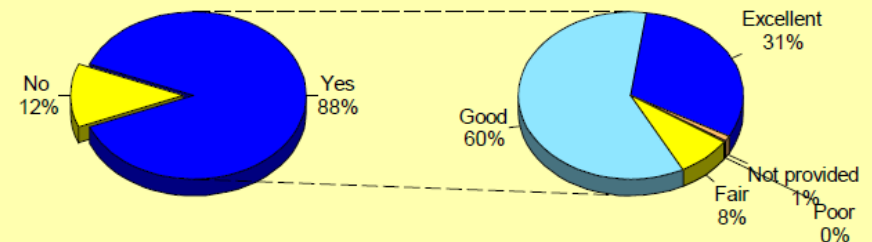


National Average for
Communities Population 500,000+
83%

Q2. Has Your Household Visited Any Mecklenburg County Parks, Nature Preserves, Greenways, Recreation Centers, Aquatic Facilities, Golf Courses, or Other Facilities During the Past Year?

by percentage of respondents

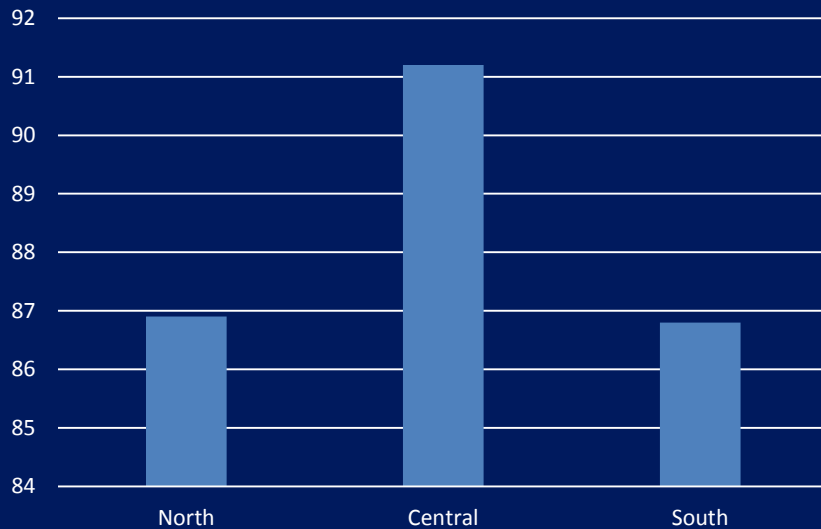
Q2-3. How Would You Rate the Physical Condition of All the County Parks/Facilities You Have Visited?





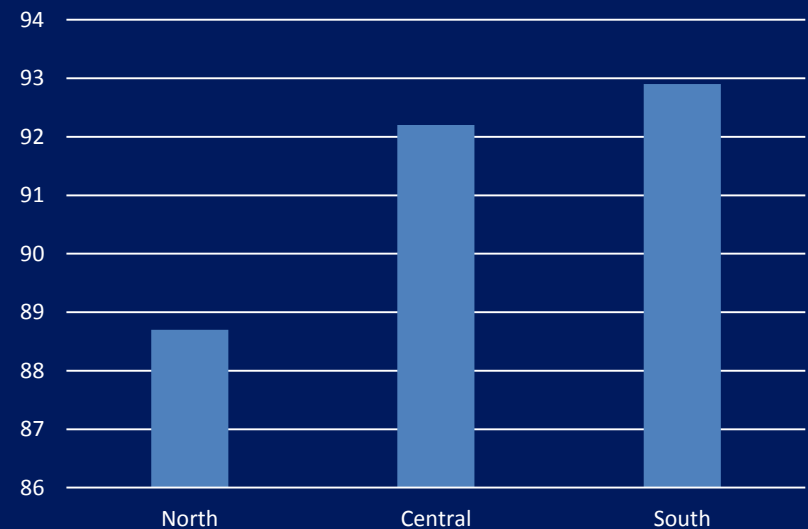
Major Findings

Have you visited... in the past year



Facility Use / Visitation
National Average for Communities
Population 500,000+ = 72%

Park Conditions



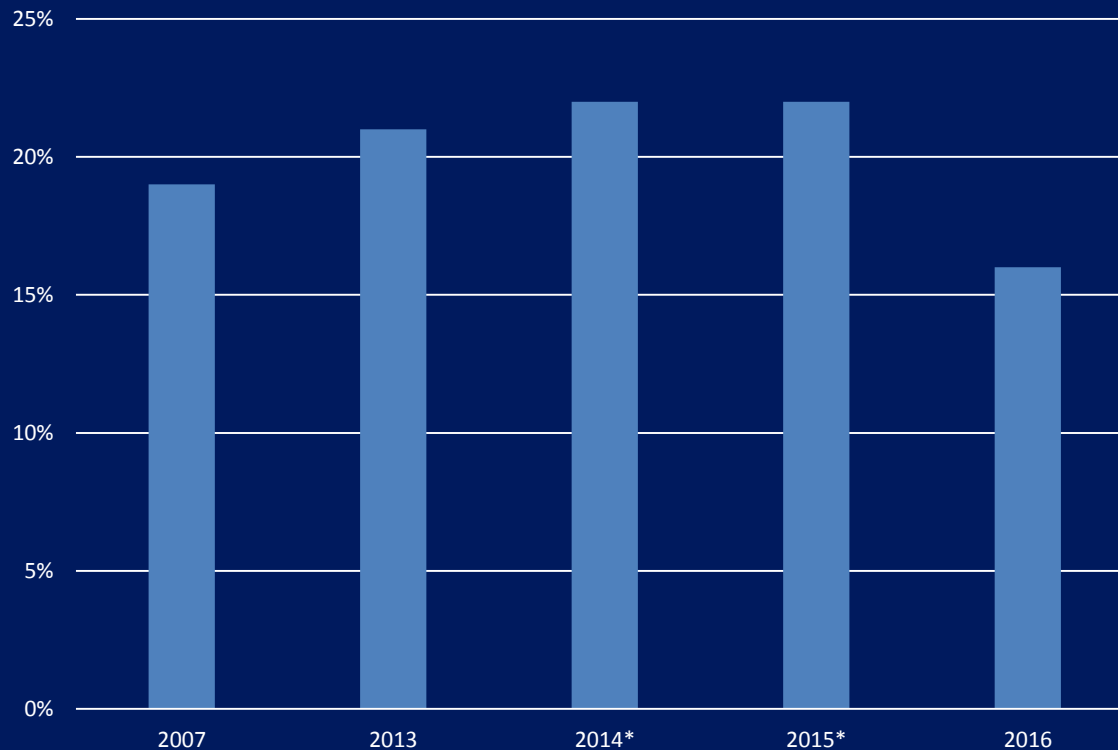
% responding excellent or good

Park Conditions
National Average for Communities
Population 500,000+ = 83%



Major Findings

Program Participation



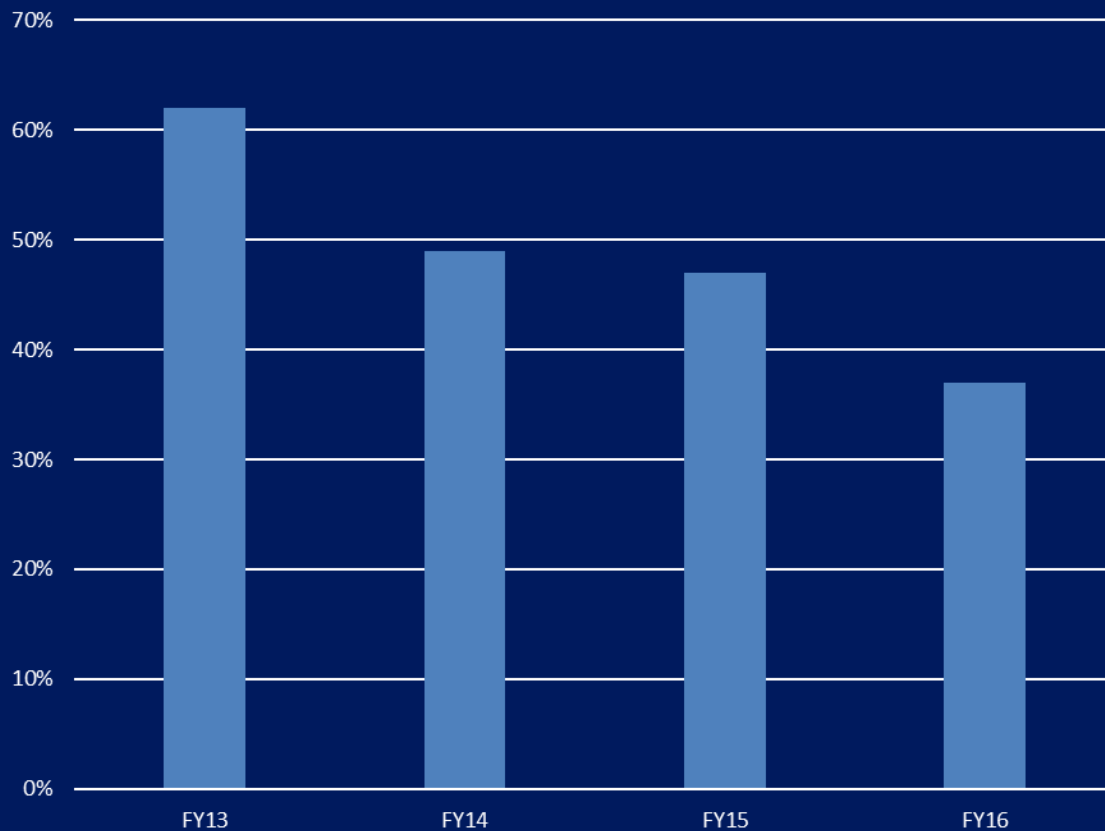
National Average
for Communities
Population
500,000+
33%

Identical question on all surveys:
Have you or members of your household participated in any recreation,
athletic or nature programs offered by MCPR during the past 12 months?



Major Findings

Awareness of Programs

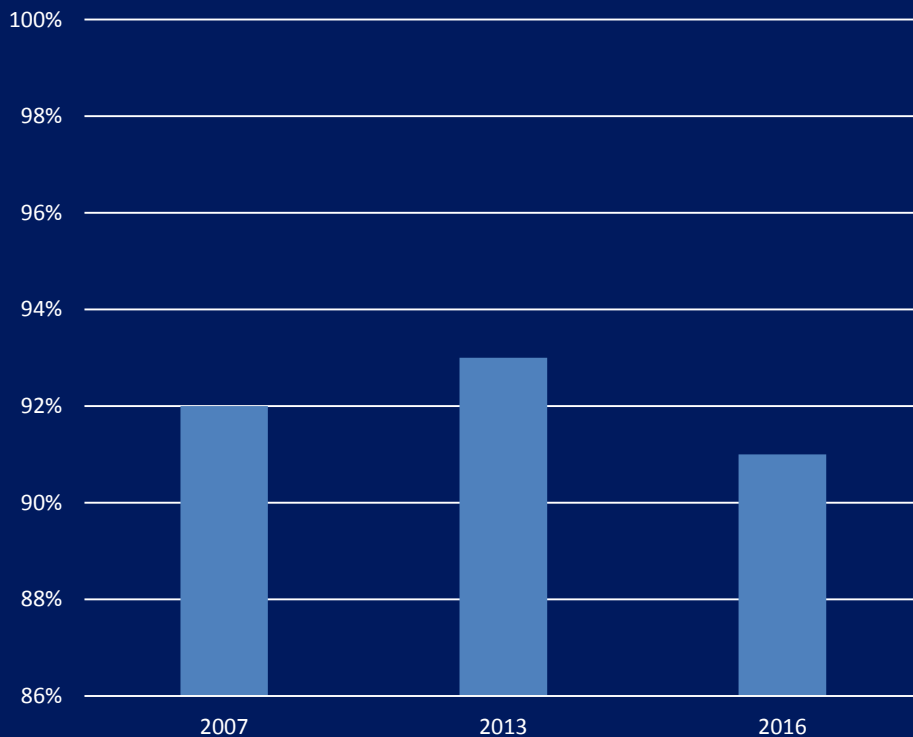


* Data from Mecklenburg County yearly survey



Major Findings

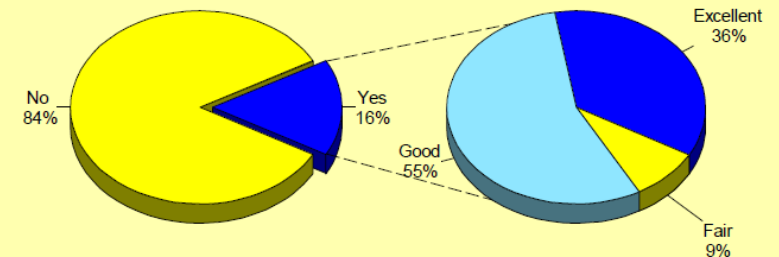
Program Satisfaction



% responding excellent or good – National Average = 87%

Q3. Has Your Household Participated in Any Recreation, Athletic or Nature Programs Offered by the Mecklenburg County Park and Recreation Department During the Past 12 Months?
by percentage of respondents

Q3-1. How Would You Rate the Overall Quality of the Recreation Programs in Which Your Household Has Participated?

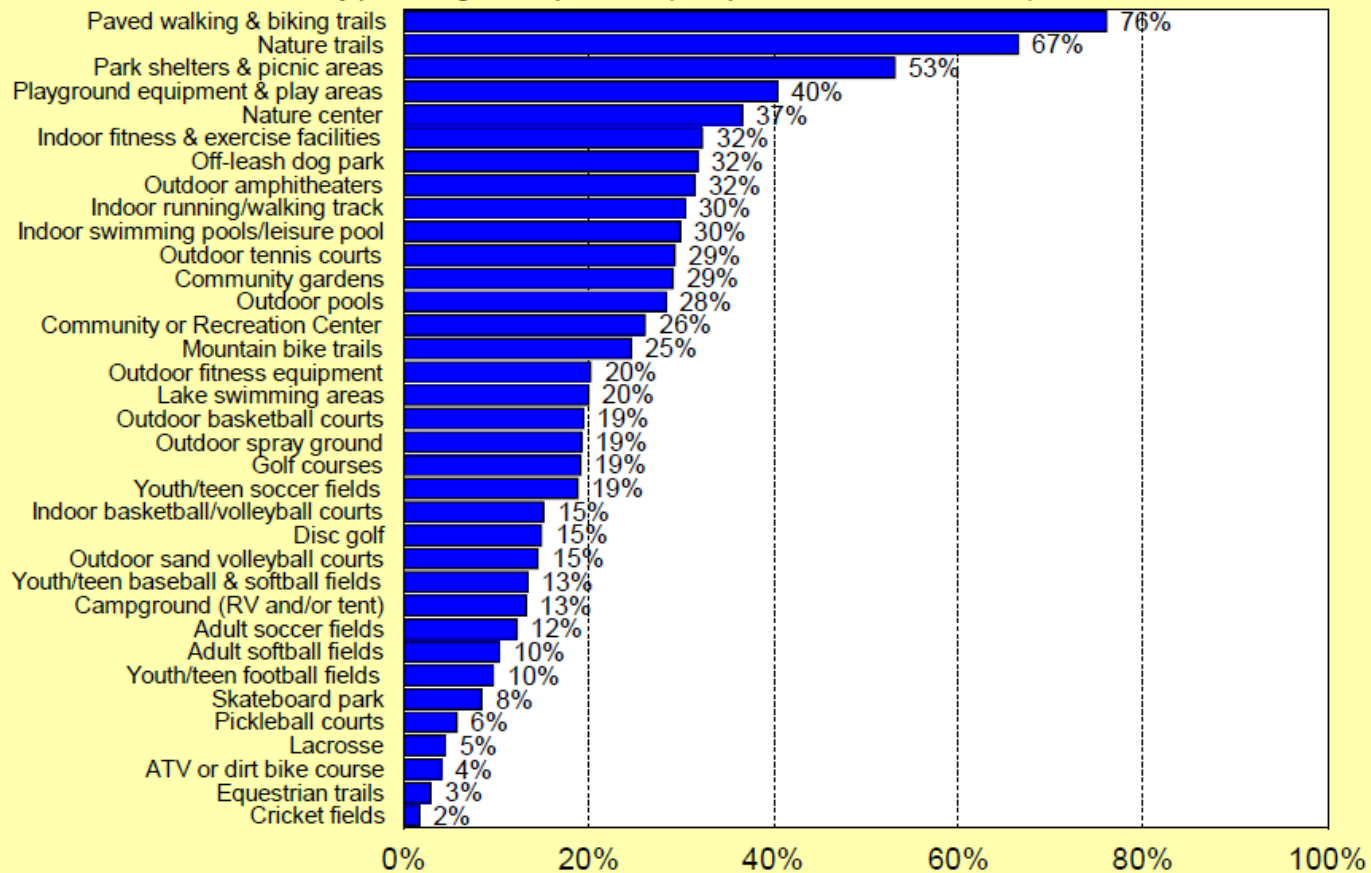




Survey Findings

Q5. Parks and Recreation Facilities That Households Have a Need For

by percentage of respondents (multiple choices could be made)

































Source ETC Institute (September 2016)



Level of need increasing 
 Level of need decreasing 

Benchmarking for Mecklenburg County

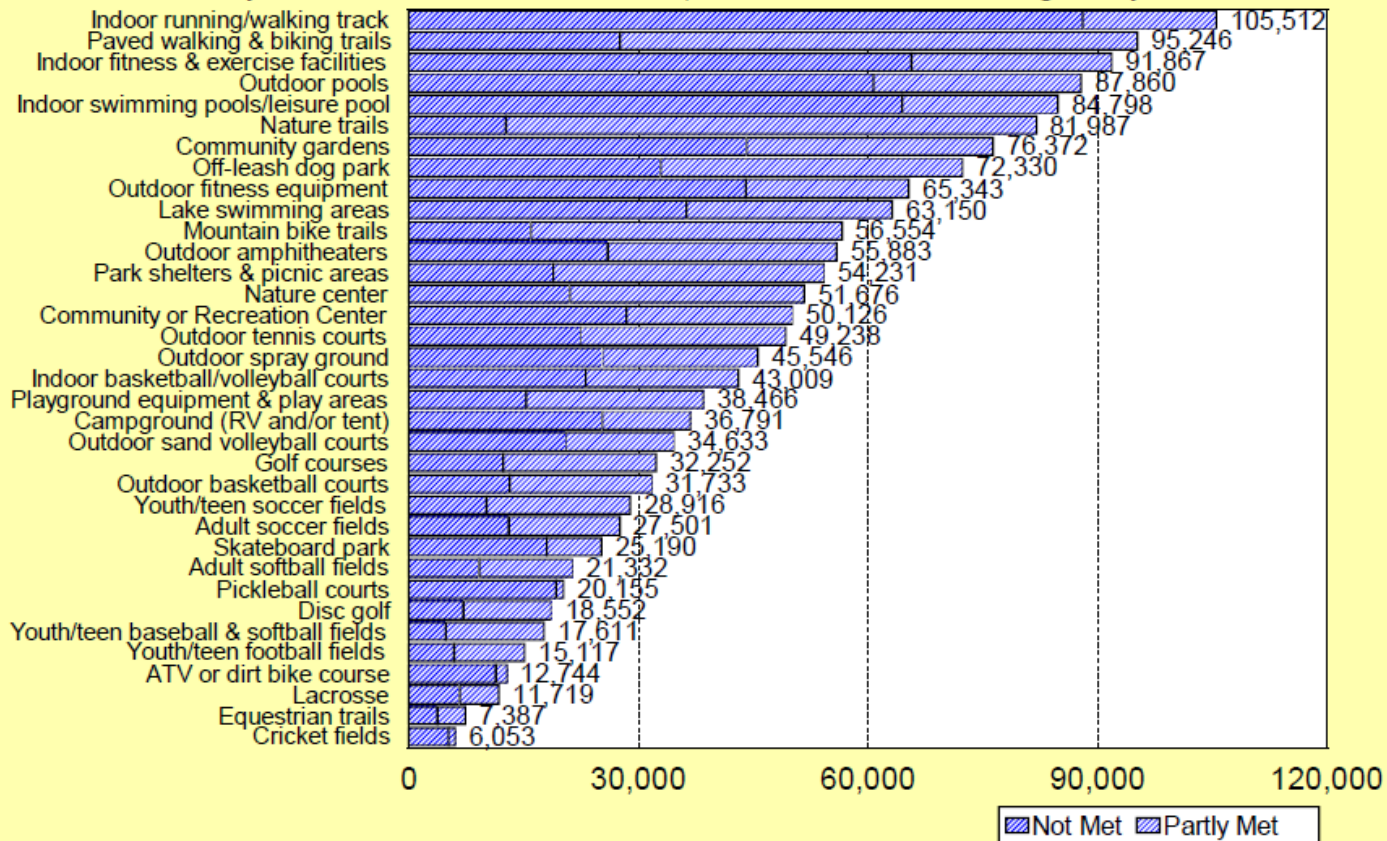
		Mecklenburg County 2016	Mecklenburg County 2013	Mecklenburg County 2007
Parks and recreation facilities that respondent households have a need for				
	18 Hole Golf Course	19%	29%	26%
	Adult Softball Fields	10%	20%	24%
	ATV or dirt bike course	4%	6%	-
	Community Gardens	29%	38%	41%
	Community/Recreation Centers	26%	41%	-
	Cricket fields	2%	13%	-
	Equestrian Facility/Trails	3%	8%	-
	Indoor basketball/volleyball courts (Gymnasiums)	15%	33%	26%
	Indoor Fitness and Exercise Facilities	32%	52%	44%
	Indoor running/walking track	30%	44%	39%
	Indoor Swimming Pools/Aquatic Center	30%	44%	40%
	Lacrosse fields	5%	13%	-
	Mountain bike trails	25%	31%	36%
	Off-leash dog parks	32%	35%	25%
	Outdoor Amphitheater	32%	34%	40%
	Outdoor basketball/multi-use courts	19%	34%	32%
	Outdoor Swimming Pools/Aquatic Center	28%	43%	42%
	Picnic Areas and Shelters	53%	62%	60%
	Playground Equipment for Children	40%	46%	50%
	Skateboarding Park/Area	8%	16%	15%
	Splash park/pad	19%	-	-
	Tennis Courts (outdoor)	29%	40%	43%
	Ultimate Frisbee/Disc Golf	15%	-	-
	Walking and Biking Trails	76%	73%	76%
	Adult soccer fields	12%	20%	16%
	Campground (RV and/or tent)	13%	20%	-
	Lake swimming areas	20%	-	-
	Nature center (Nature Center/Trails in 2007)	37%	44%	62%
	Nature trails (Nature Center/Trails in 2007)	67%	62%	62%
	Outdoor fitness equipment	20%	-	-
	Outdoor sand volleyball courts	15%	24%	-
	Pickleball courts	6%	-	-
	Youth/teen baseball & softball fields	13%	26%	32%
	Youth/teen football fields	10%	21%	27%
	Youth/teen soccer fields	19%	27%	32%



Survey Findings

Q5-3. Estimated Number of Households in Mecklenburg County Whose Needs for Parks and Recreation Facilities Are Only Being Partly or Not Met

by number of households based on 406,894 households in Mecklenburg County

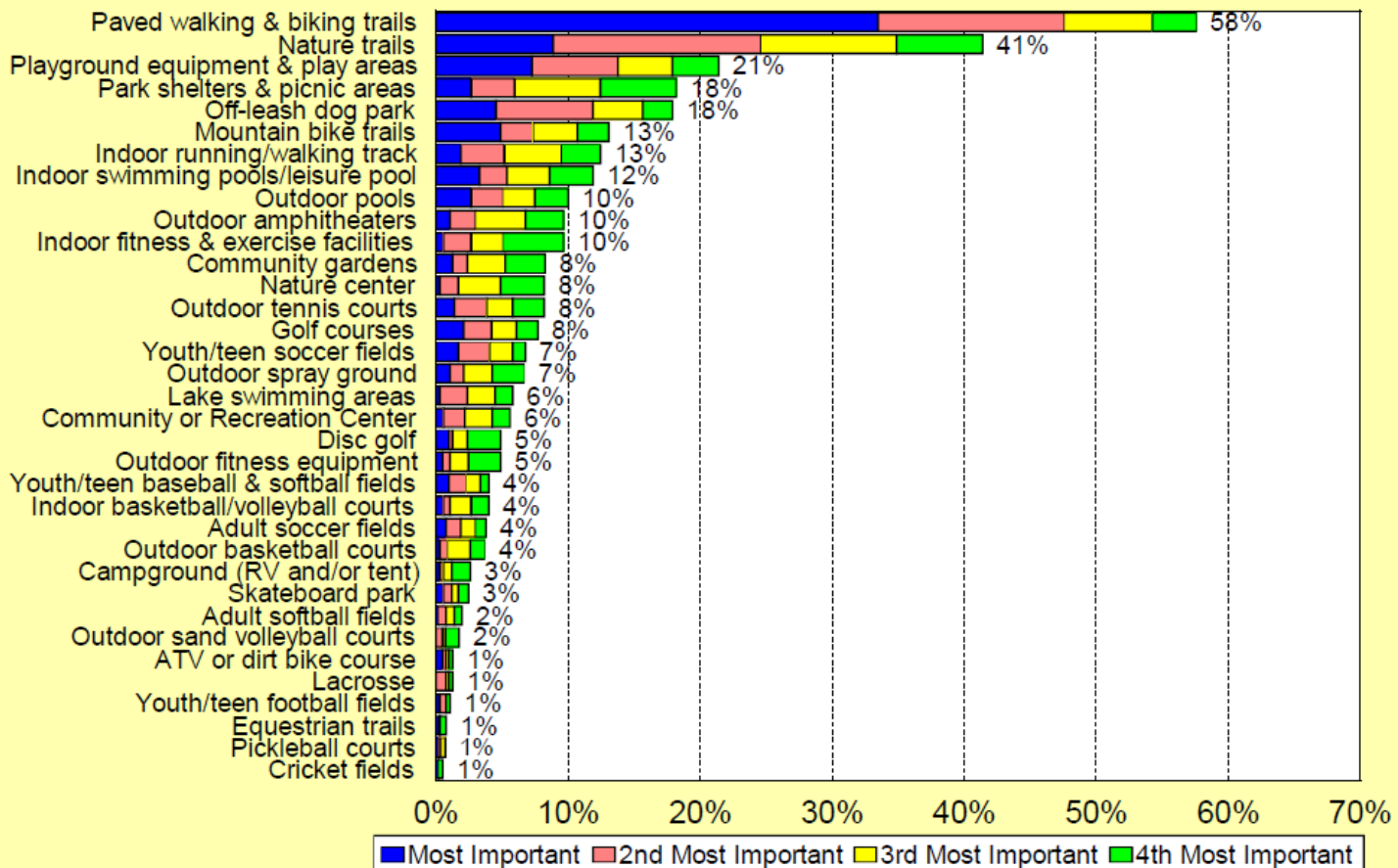




Survey Findings

Q6. Recreation Facilities That Are Most Important for Households

by percentage of respondents who selected the item as one of their top four choices



Source ETC Institute (September 2016)



Priority Investment Ranking

Priority Investment Ranking (PIR)

Objective tool for evaluating priorities. Reflects the importance residents place on items with the unmet needs for each facility/program. Since decisions related to future investments should consider both the level of unmet need and the importance, the PIR weighs each (equally).

- **High Priority Areas** = those with a PIR of at least 100. Generally indicates relatively high level of unmet need and residents think it is important to fund these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** = those with a PIR of 50-99. Indicates medium to high level of unmet need or a significant percentage think it is important to fund these areas.
- **Low Priority Areas** = those with a PIR below 50. Indicates a relatively low level of unmet need and residents do not think it is important to fund in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

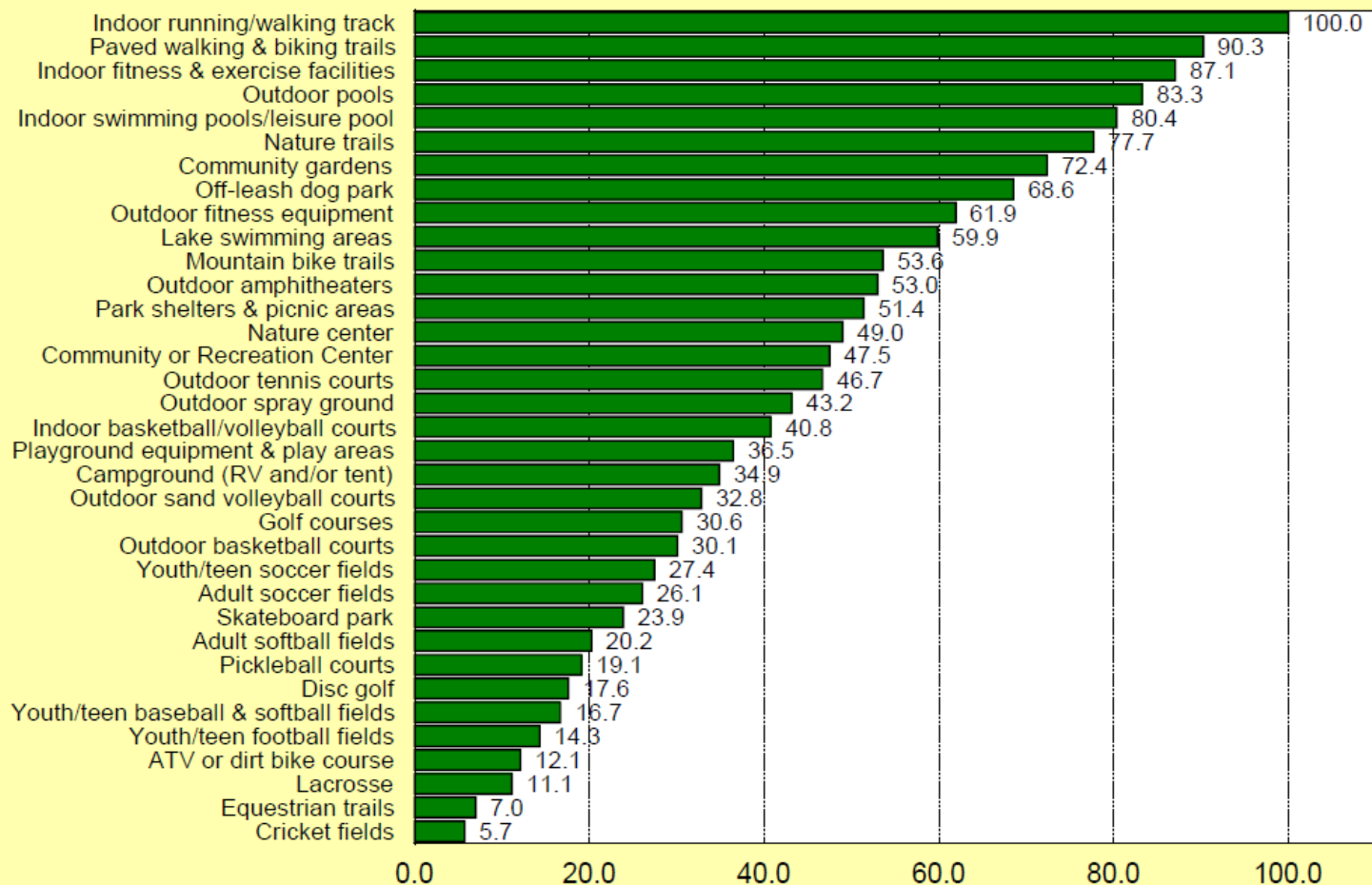


Survey Findings

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2016)

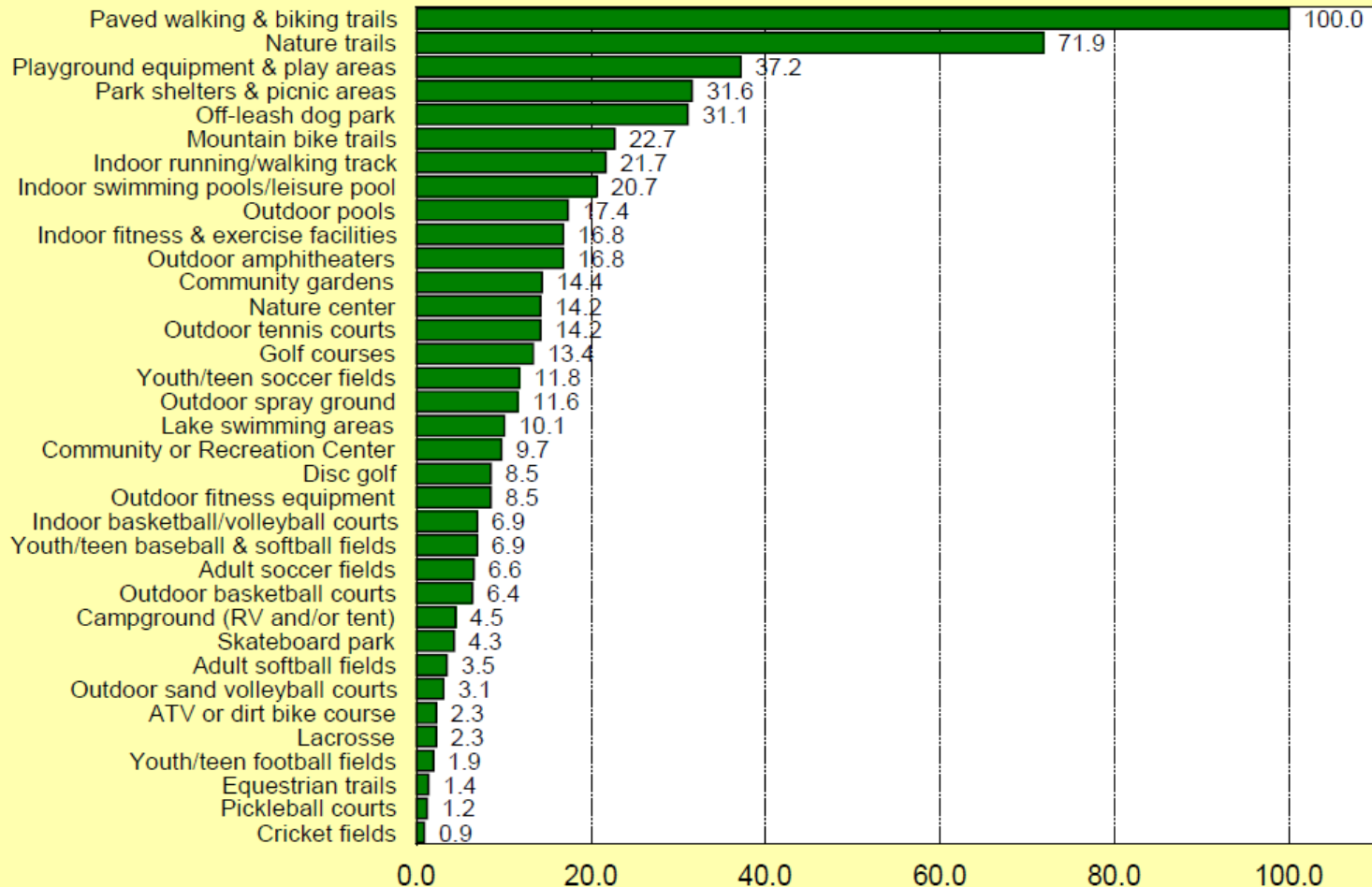


Survey Findings

Importance Rating for Facilities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important

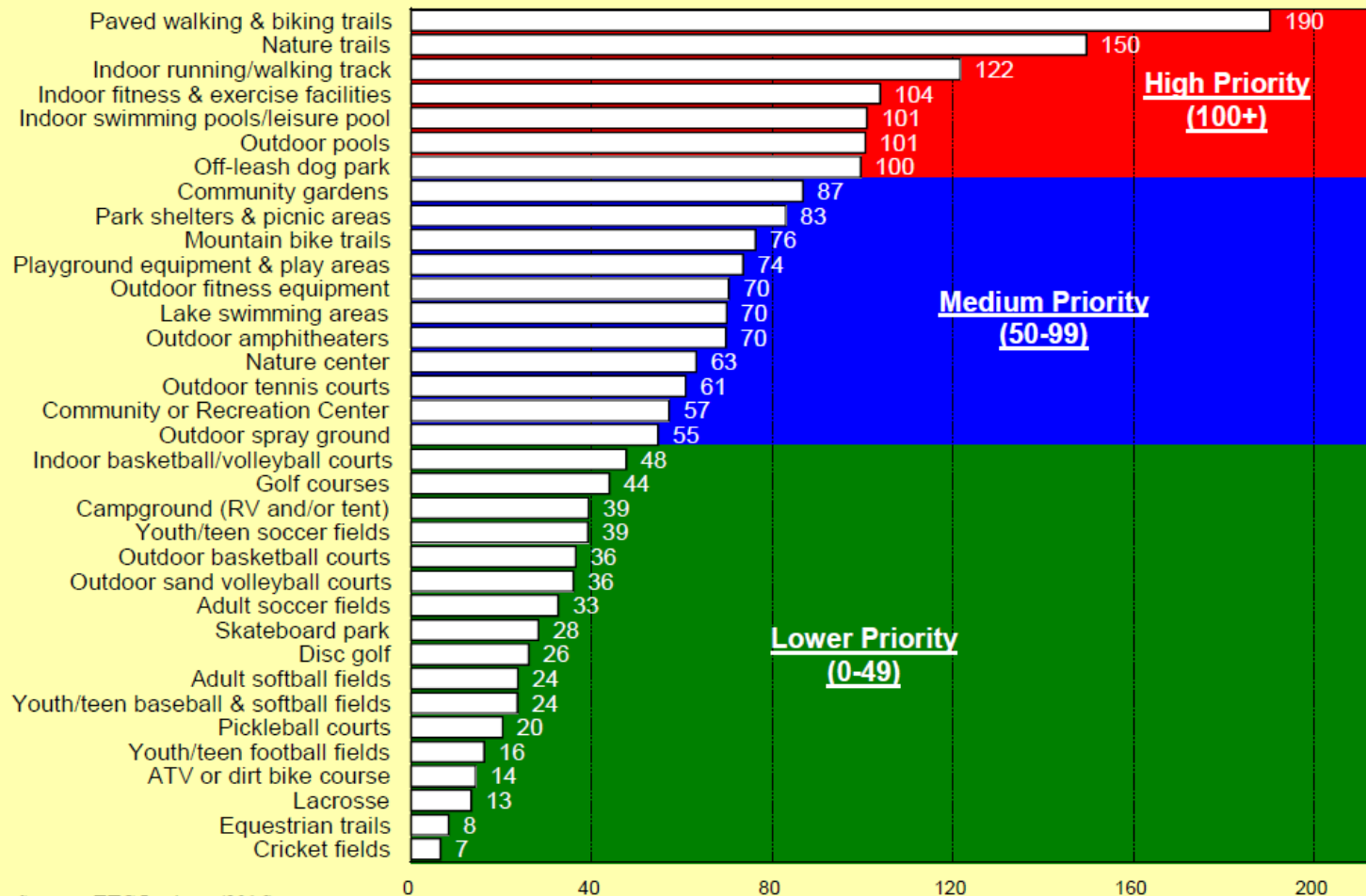


Source: ETC Institute (2016)



Priority Investment Ranking

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



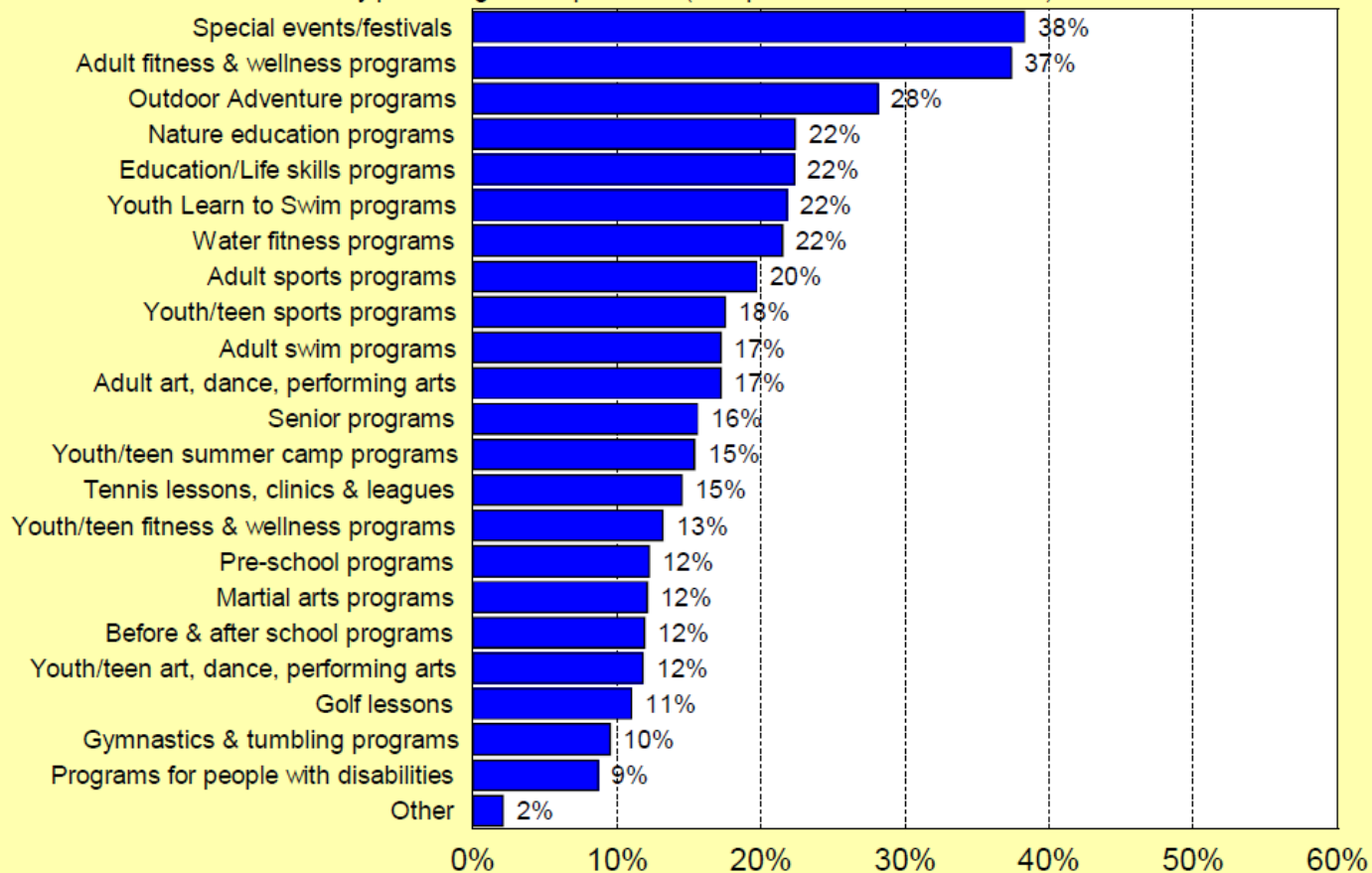
Source: ETC Institute (2016)



Survey Findings

Q7. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)



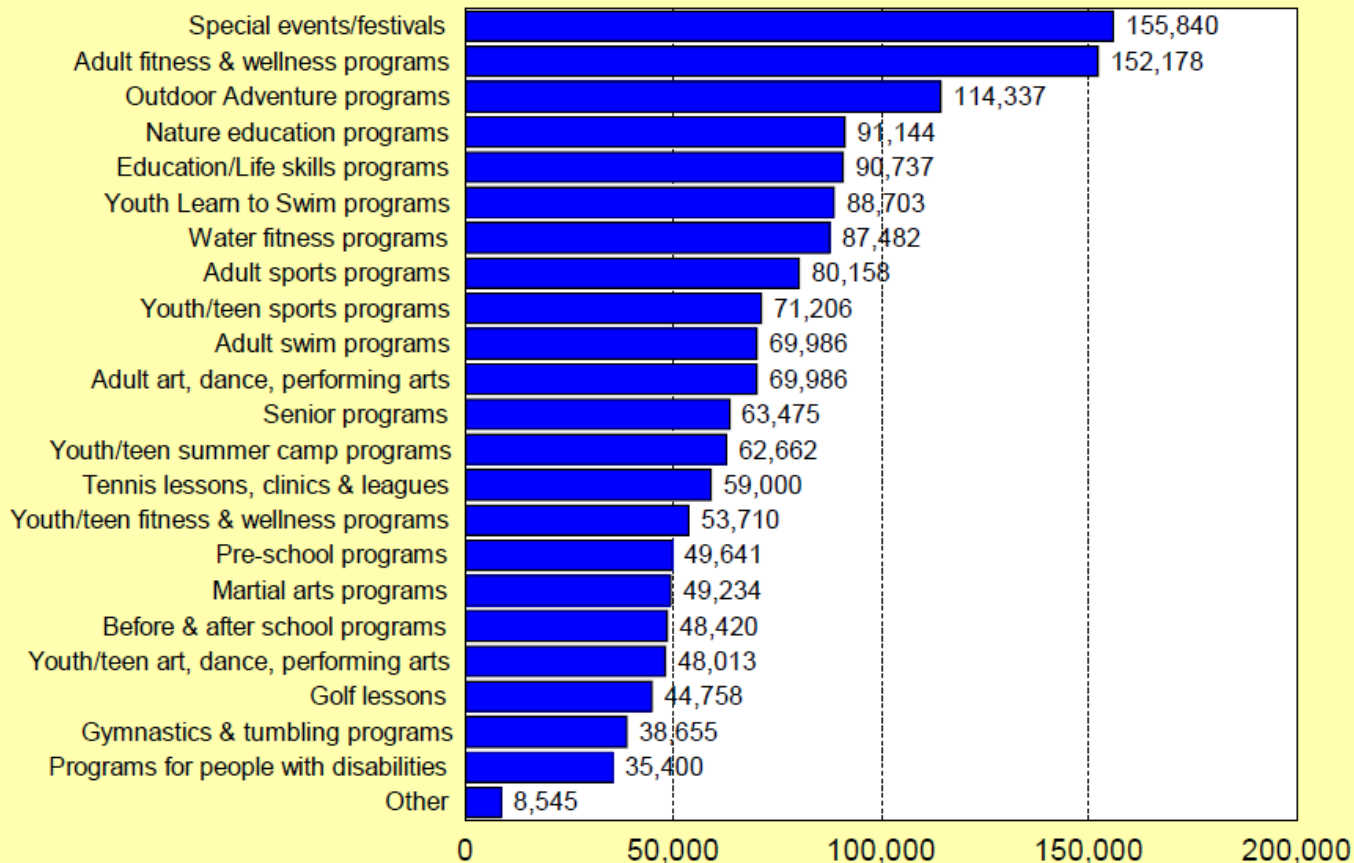
Source ETC Institute (September 2016)



Survey Findings

Q7-1. Estimated Number of Households in Mecklenburg County That Have a Need for Recreation Programs

by number of households based on 406,894 households in Mecklenburg County



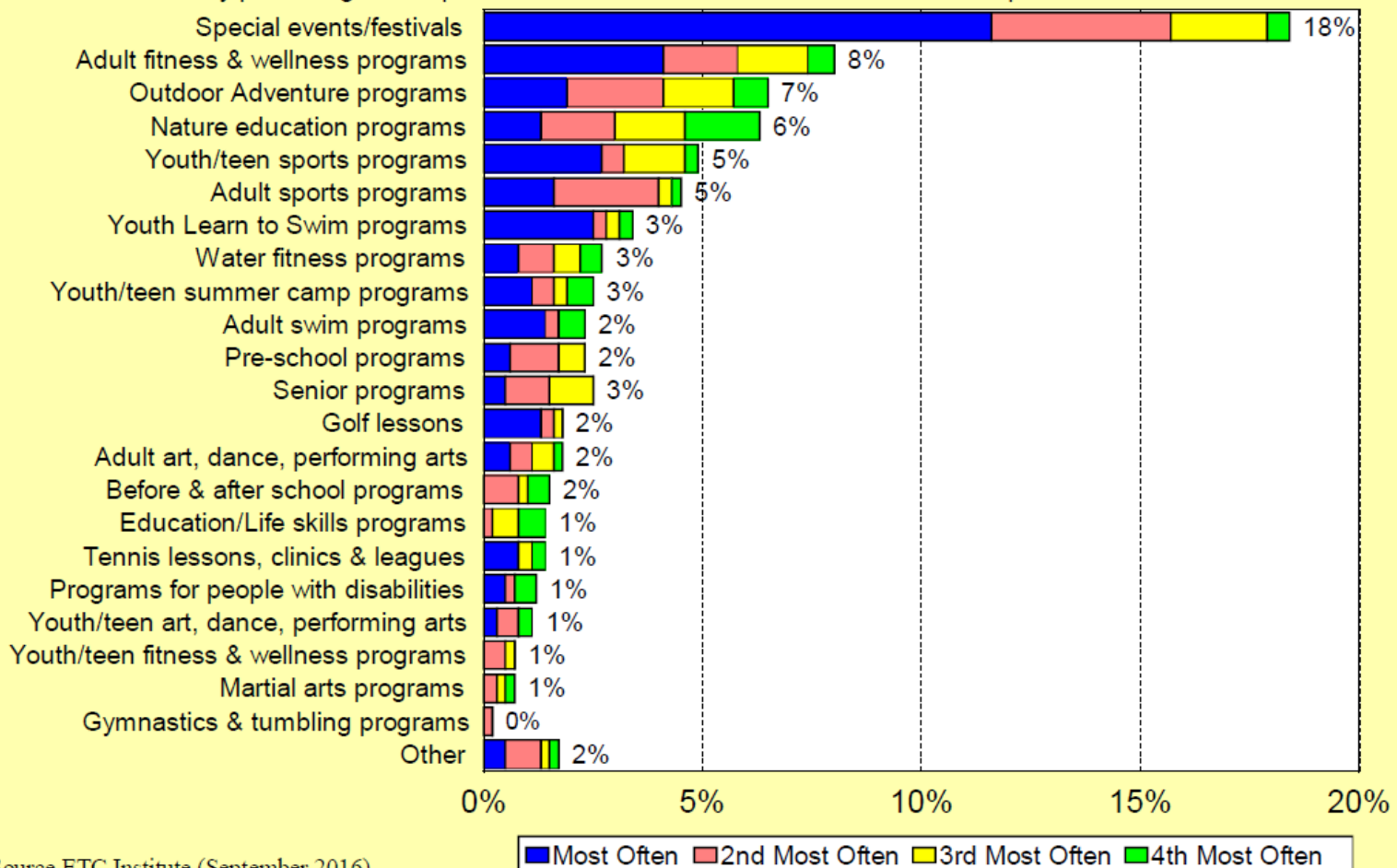
Source ETC Institute (September 2016)



Survey Findings

Q9. Recreation Programs That Households Currently Participate in Most Often at Mecklenburg County Park and Recreation Facilities

by percentage of respondents who selected the item as one of their top four choices



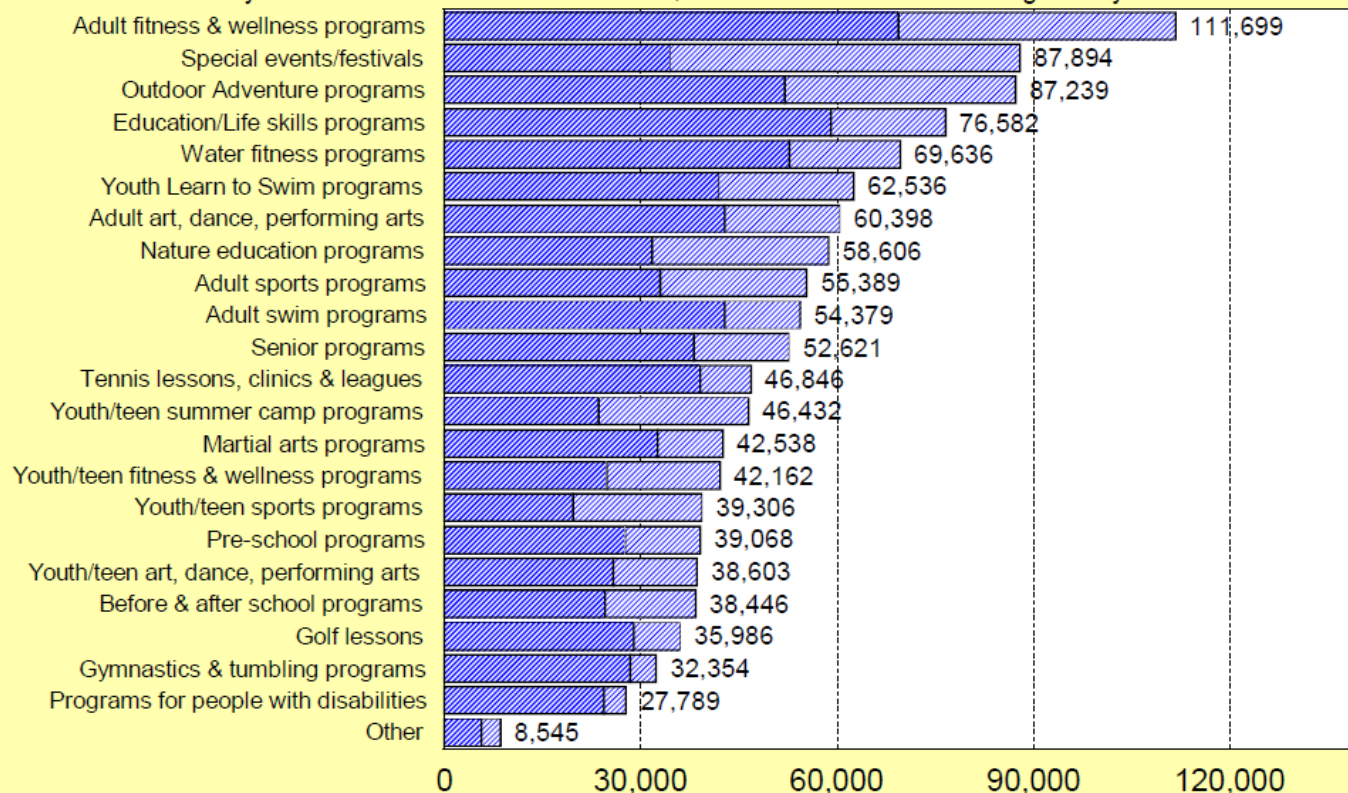
Source ETC Institute (September 2016)



Survey Findings

Q7-3. Estimated Number of Households in Mecklenburg County Whose Needs for Parks and Recreation Programs Are Only Being Partly or Not Met

by number of households based on 406,894 households in Mecklenburg County



Source ETC Institute (September 2016)

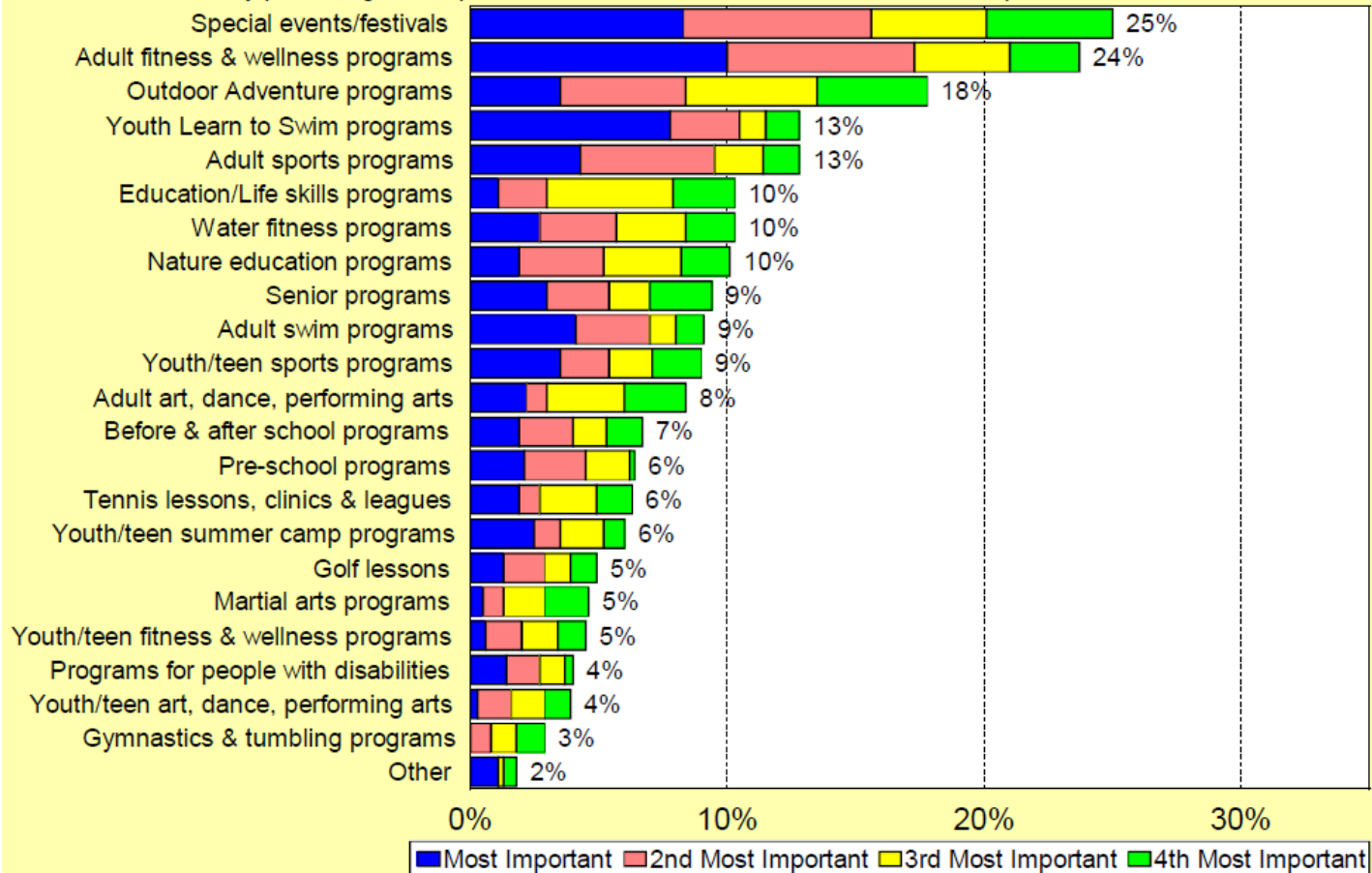
Not Met Partly Met



Survey Findings

Q8. Recreation Programs That Are Most Important for Households

by percentage of respondents who selected the item as one of their top four choices



Source ETC Institute (September 2016)



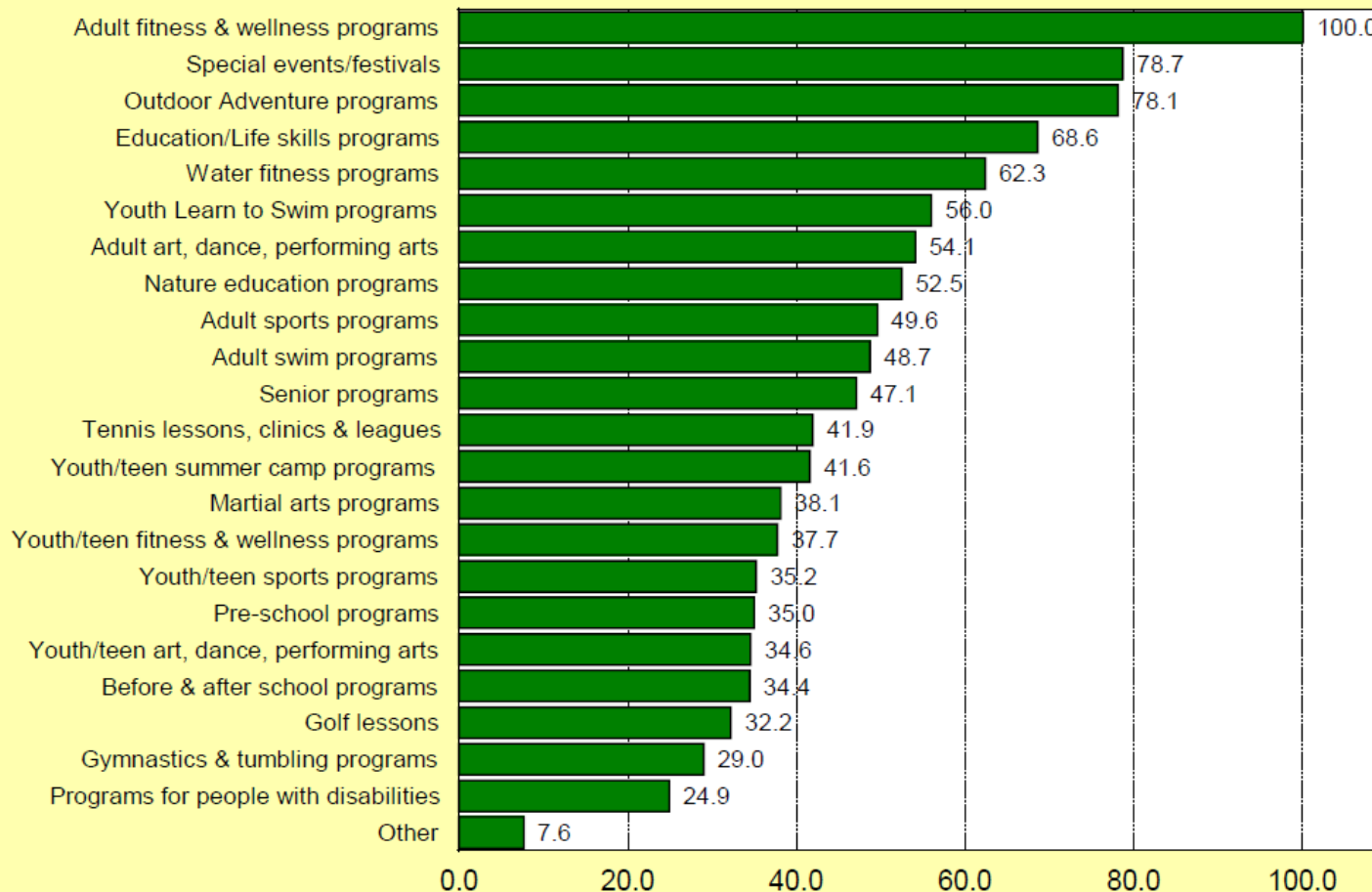
Priority Investment Ranking

Mecklenburg County Park and Recreation Department
Community Interest and Opinion Survey Report

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2016)



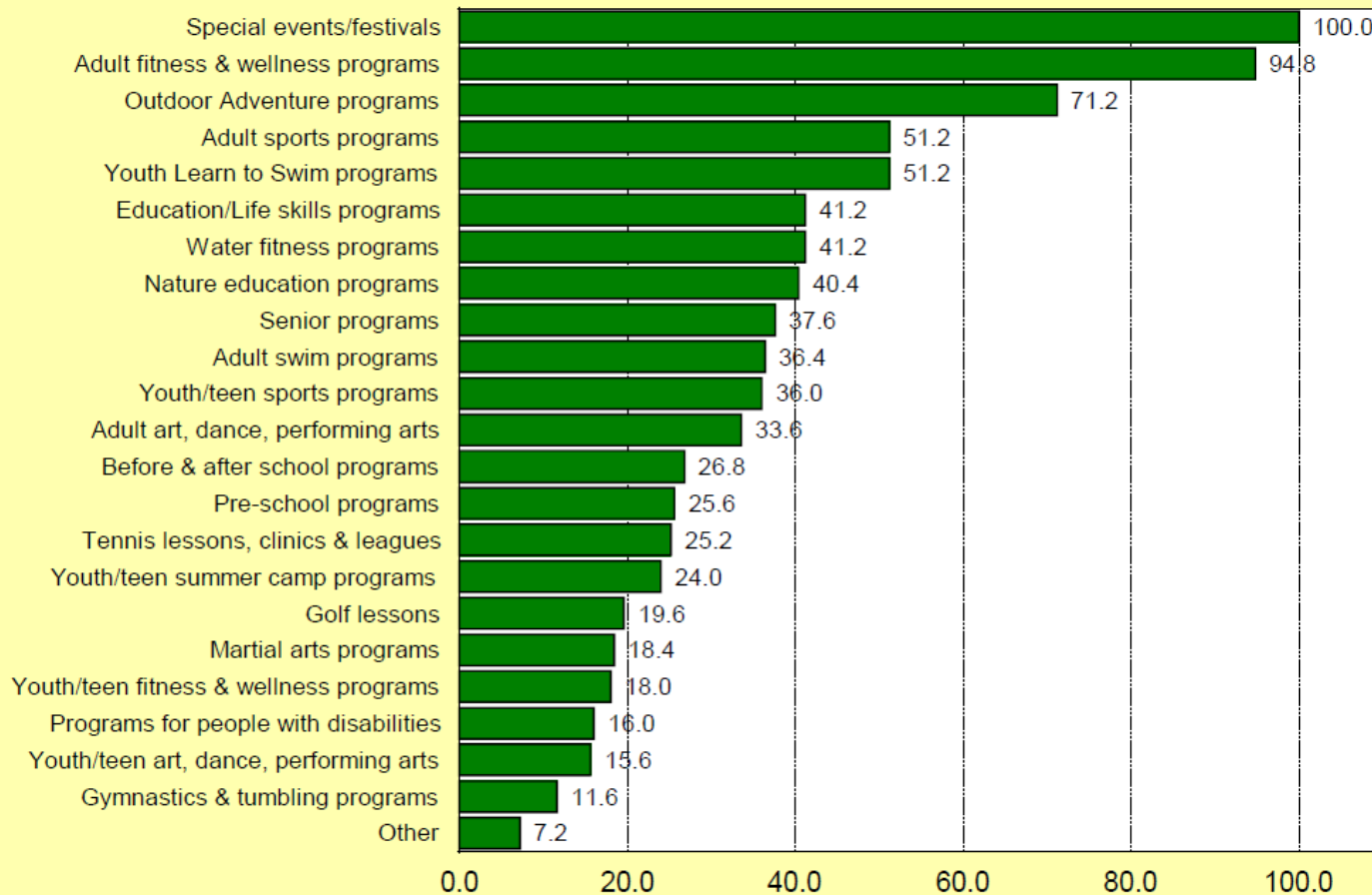
Priority Investment Ranking

Mecklenburg County Park and Recreation Department
Community Interest and Opinion Survey Report

Importance Rating for Programs

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



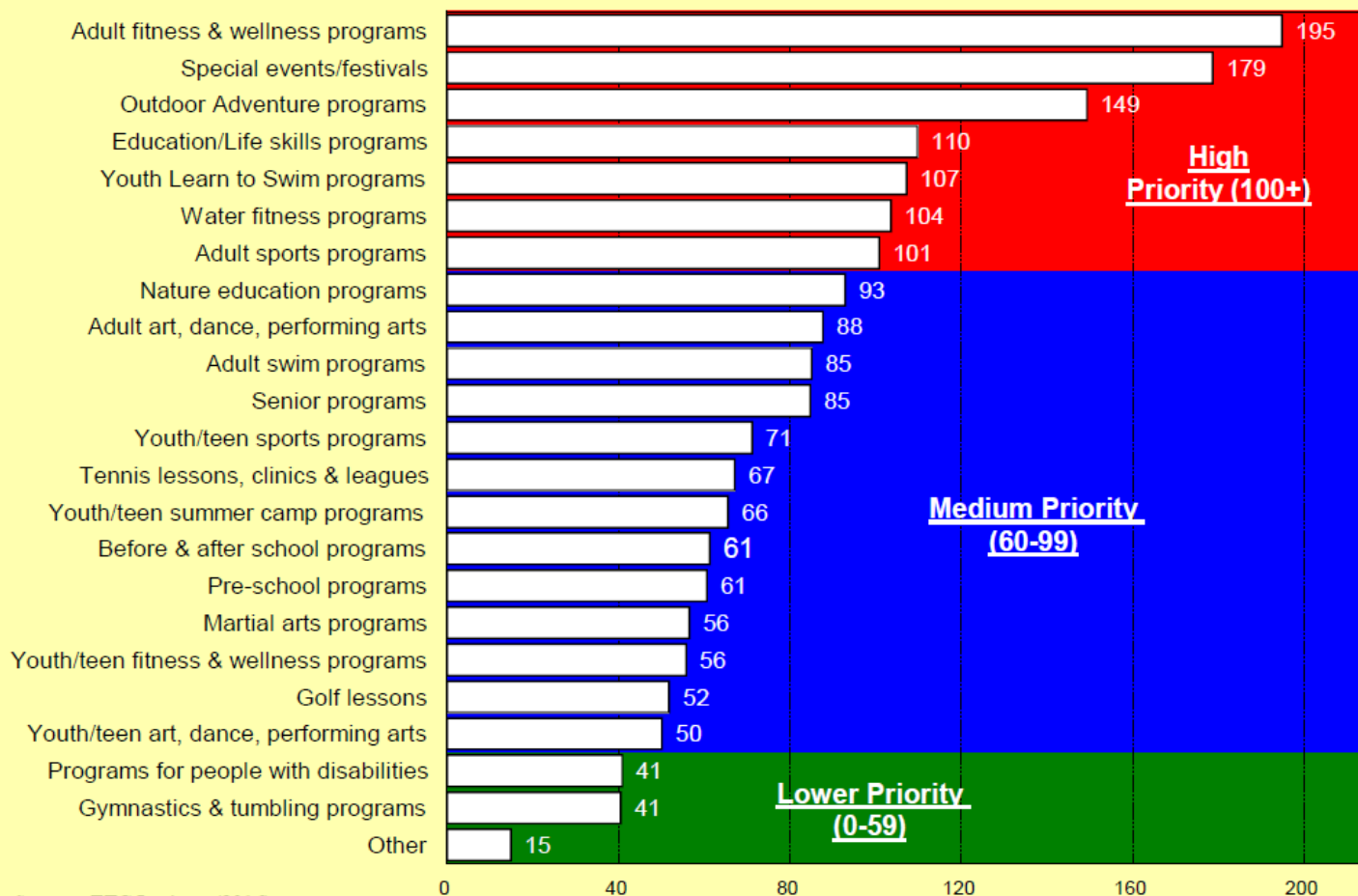
Source: ETC Institute (2016)



Priority Investment Ranking

Mecklenburg County Park and Recreation Department
Community Interest and Opinion Survey Report

Top Priorities for Investment for Programs Based on the Priority Investment Rating



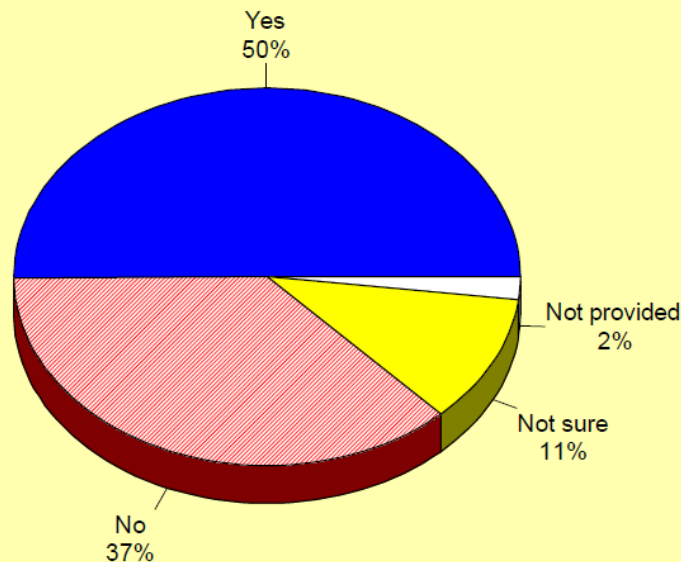
Source: ETC Institute (2016)



Survey Results

Q10. Can You Safely Walk or Bike to a Nearby Park, Greenway, Nature Preserve, or Recreation Center

by percentage of respondents



Source ETC Institute (September 2016)

Respondents likely including any recreational amenity, including non MCPR facilities (HOAs, YMCAs, other local park providers, etc.)

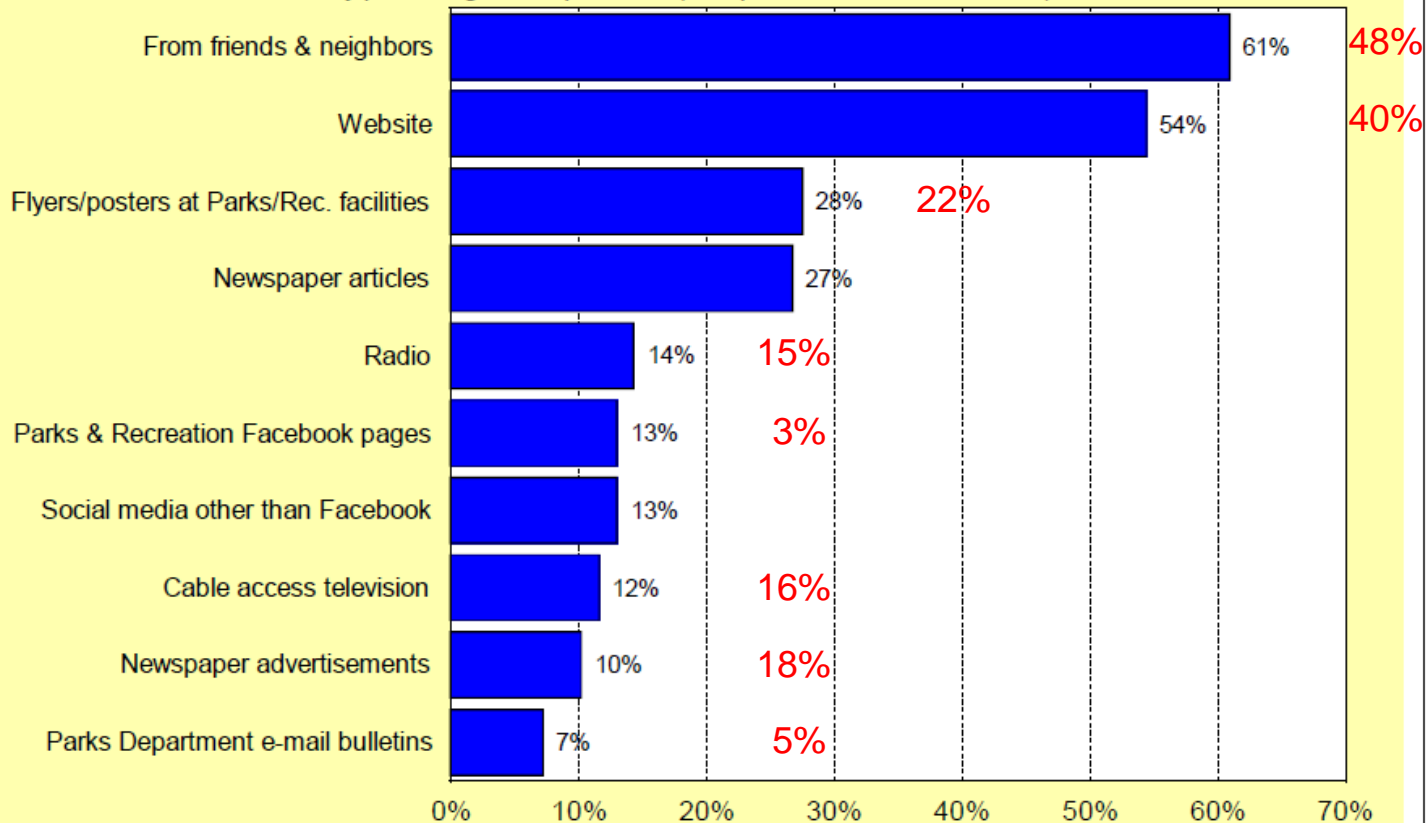
2015 walk/bike GIS access analysis to MCPR facilities = 16.17%



Survey Results

Q11. Ways Households Currently Learn About Mecklenburg County Park and Recreation Department Programs and Activities

by percentage of respondents (multiple choices could be made)



Source ETC Institute (September 2016)

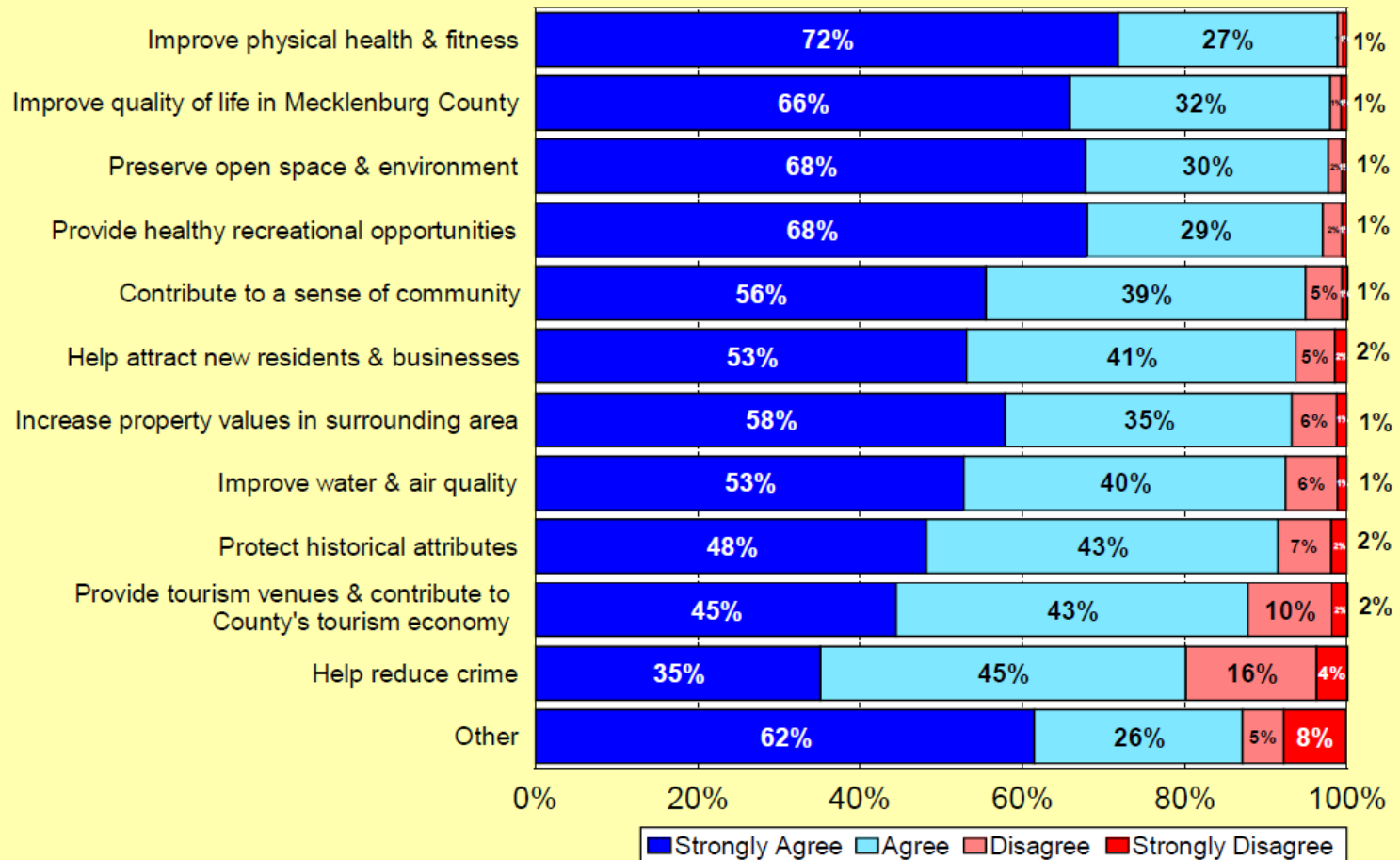
2013
Results in
RED



Survey Results

Q13. Level of Agreement with the Benefits Being Provided by Parks, Nature Preserves, and Greenways

by percentage of respondents (excluding "don't know" responses)



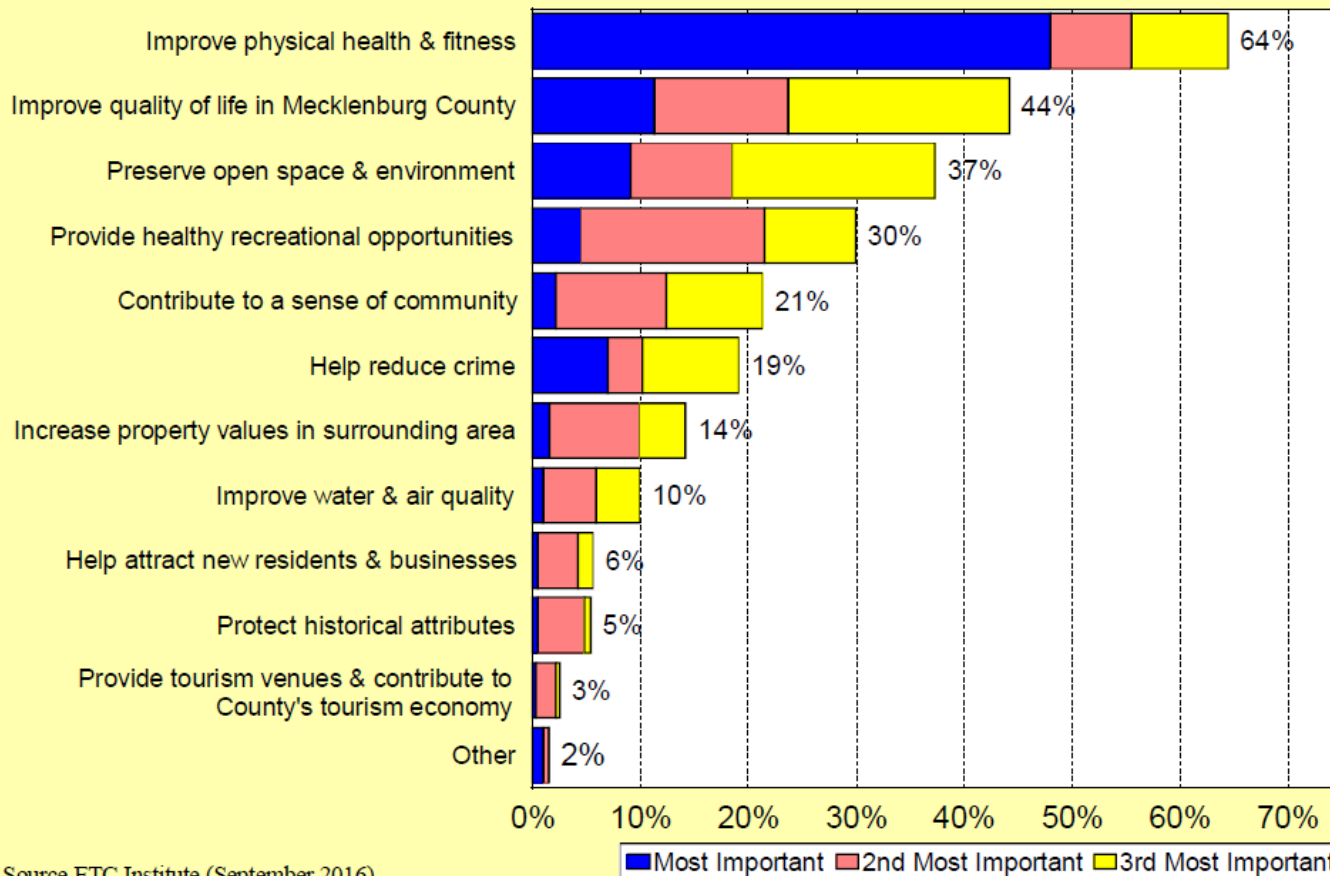
Source ETC Institute (September 2016)



Survey Results

Q14. Benefits of Parks, Nature Preserves, and Greenways That Are Most Important to Households

by percentage of respondents who selected the item as one of their top three choices

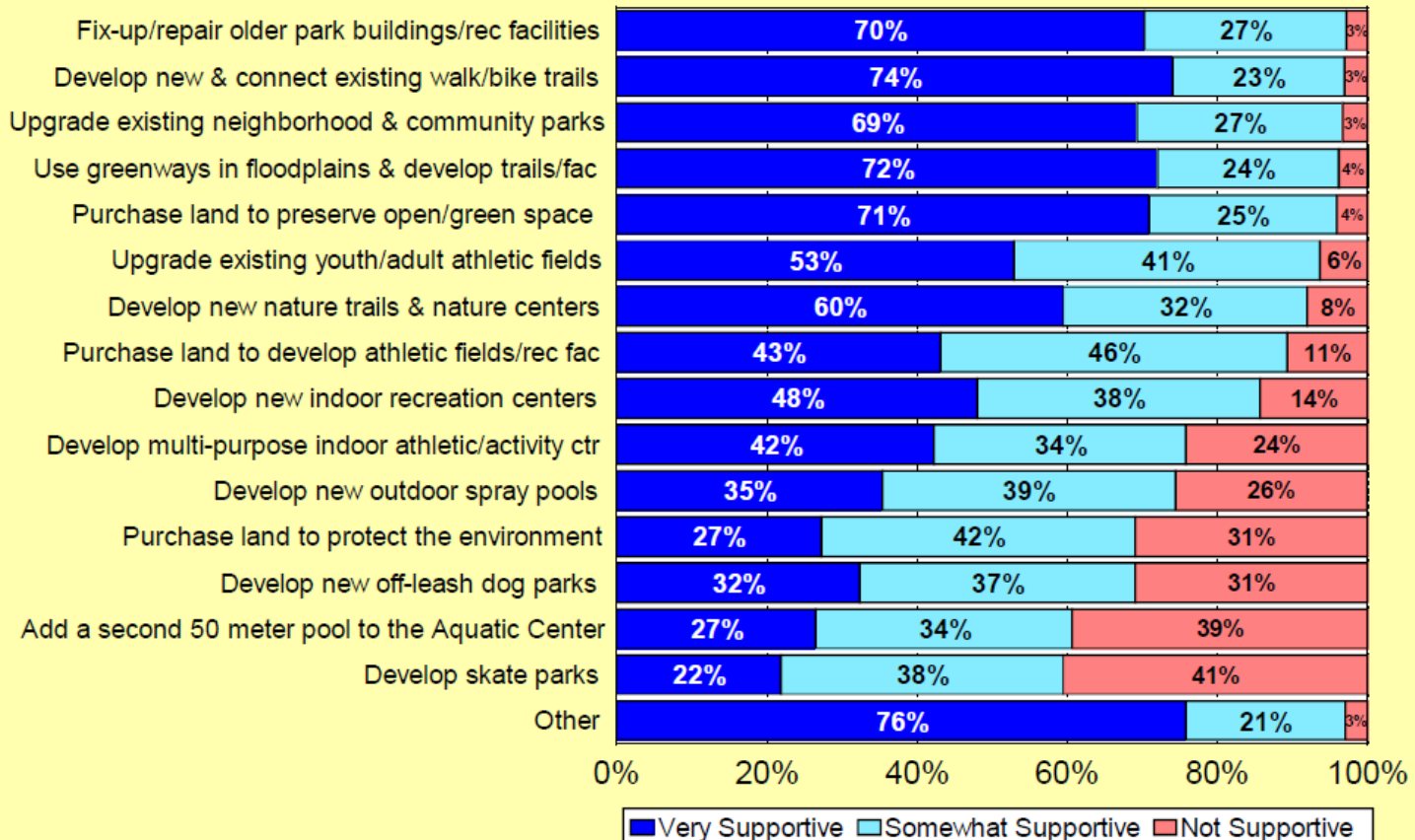




Survey Results

Q16. Level of Support for Actions the Mecklenburg County Park and Recreation Department Could Take to Improve the Parks, Recreation, and Green Space System

by percentage of respondents



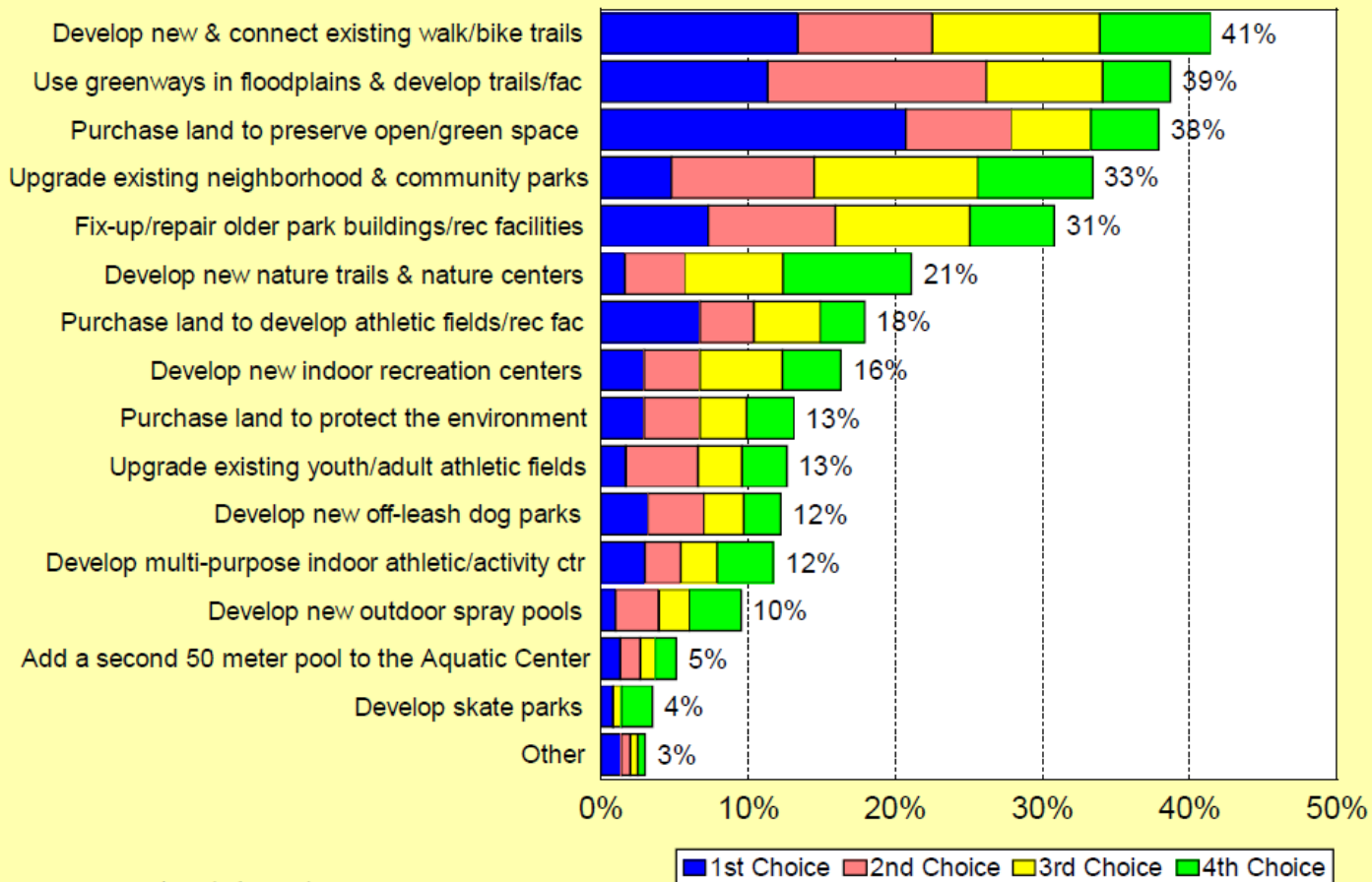
Source ETC Institute (September 2016)



Survey Results

Q17. Actions Households Would Be Most Willing to Fund with Their County Tax Dollars

by percentage of respondents who selected the item as one of their top four choices



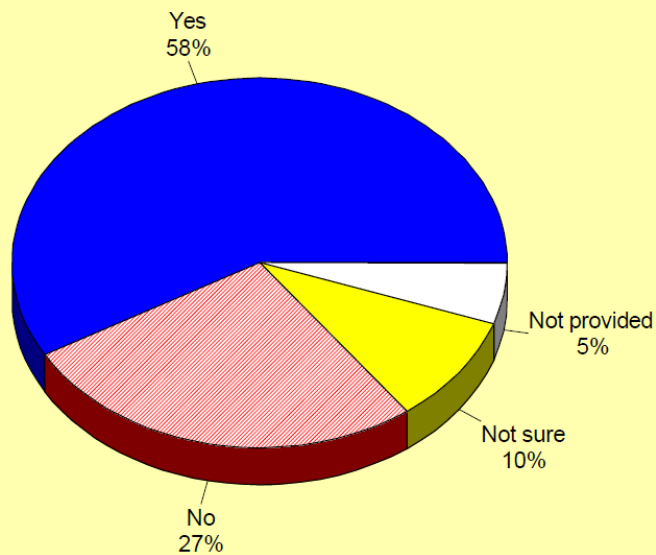
Source ETC Institute (July 2013)



Survey Results

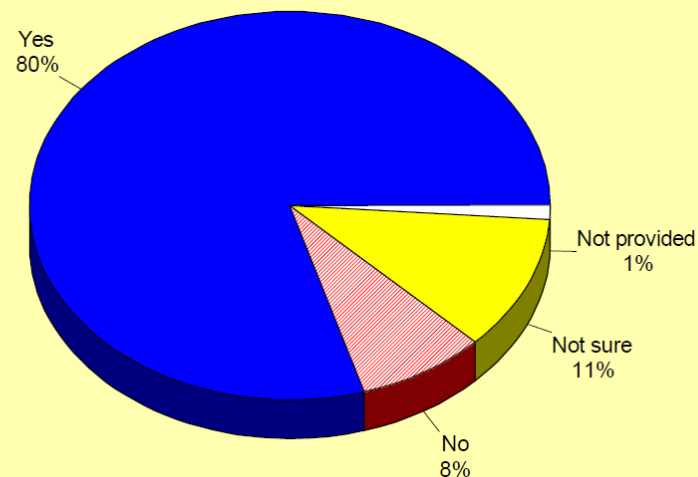
Q18. Are You Aware that Mecklenburg County has a Tobacco-Free Parks Ordinance

by percentage of respondents



Q19. The Tobacco-Free Ordinance Applies to All Parks, Greenways, and Nature Preserves EXCEPT 17 Regional (Larger) Parks. Do You Support These Regional Parks Also Becoming Tobacco Free

by percentage of respondents



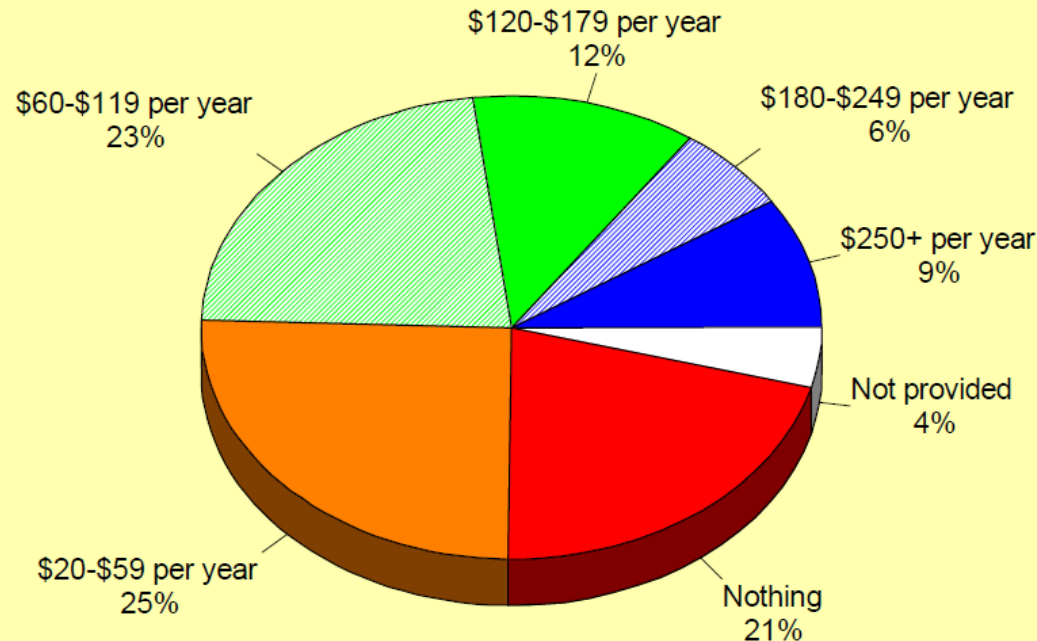
Source: ETC Institute (September 2016)



Survey Results

Q20. What is the MAXIMUM Amount You Would Be Willing to Pay in Additional Property Taxes Per Year for the Types of Improvements that are Most Important to Your Household

by percentage of respondents



Source ETC Institute (September 2016)



In a Nutshell

- Extremely high facility use, and growing. 88% of residents use MCPR facilities, up from 76% in 2008 (and far exceeding National Average of 72%).
- Facility Conditions improving. On par with pre-recession and higher than National Average.
- High level of needs, but moving the needle. Nearly all needs decreased since 2013 survey.
- Greenways still #1 requested amenity. Highest priority facilities are: Greenways, Nature Trails, Indoor Track, Indoor Fitness, Indoor Pools, & Dog Parks.
- Program Needs similar to 2013. Highest priorities: Fitness/Wellness, Special Events, Outdoor Adventure, Ed/Life Skills, Learn to Swim, Water Fitness, and Adult Athletics .
- High growth in “word of mouth”, website, and facebook as a way residents learn about P&R. Awareness of programs dropping drastically.
- Program Participation decreased since 2013.
- Extremely high level of agreement with benefits of P&R services. Health & Wellness the most important perceived benefit of our services.
- Building Trails & Purchasing Land top priorities for the public.

